

# Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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## Fresh Autumn Breezes are ripe in the Valley of the Moon

"Success Story," which is on TV every Tuesday night, puts on some mighty good programs, and has a real connection with the Valley of the Moon. Writer-producer is Caryl Coleman, brother of Denny Coleman of COG fame. Caryl lives in Novato, visits here frequently, and he's worth getting acquainted with, even if it's only over the airwaves.

**GRAND OPENING, Saturday, Oct. 15, at JUNIOR'S BOYES HOT SPRINGS RESORT. New ownership. Free smorgasbord!**

**B & L LAUNDROMAT, Feters Springs. Spneididly equipped, and you can save a lot of time and money by using our laundry often.**

Beg to report that our paper's cost has gone up 10 per cent in the last month. Not unexpected, but what'll we do about it? In many businesses they'd shove the increase on to you. But how we increase "nothing" by 10 per cent? 'Nother way would be to increase our advertising rates—but we feel our advertisers are paying just about enough as it is.

Solution seems to be to get some more advertisers. There you can help. If your favorite merchant isn't now an advertiser in Moonbeams, give him a little hell, tell him you'd like him better if he were a Moonbeams supporter. That'll get him. Maybe. Anyway, it's worth a try.

**For a mighty good dinner, with your favorite beverage, try us this weekend. Steaks a specialty. MENDEL'S CAFE, Boyces Plaza.**

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**Getting along toward holiday time. We're stocked to the hilt! Gift-ware, cards, household necessities. BOYES VARIETY STORE.**

Columbus day was October 12, but the Sons of Italy have set the date for their Columbus doings for Saturday, Oct. 29, at Little Switzerland, El Verano. They've scheduled a dinner-dance, with prices ranging from \$2.50 for adults to \$1.25 for children. And they promise a whale of a time, for many hours, till you're ready to go home. Sal Argento is grand factotem.

**FOR SALE—Older home (3 bedrooms) on Keaton Ave. \$1000 down, \$50 month. List your furnished rentals. WOOD-FRANQUELIN.**

**LARSON'S LIQUOR & SPORTING GOODS**

**Headquarters for Home Bar Glasses**

#### **FROM READERS:**

An advertiser: "Hi, Colonel. Like your little news—rite to the point and covers all."

'Nother note: "Hey! Some weeks everything you print is on the humorous side, other weeks serious. How do you account for the difference?" (Must be our mood. Can't always be humorous, nor serious. We really like to make it a combination.)

Woman stopped us on the street. "You the Colonel?" Yep. "Just want you to know we read every word in your paper and love every bit of it."

This kind of stuff we like—and eat it up. Makes us more determined than ever to live up to all your expectations.

**RICHFIELD SERVICE, Plaza corner, Boyes. Fast, efficient service. Lubrication. Batteries and tires. BUD DELANEY.**

**ROZARIO'S PALMS INN, Verano. Favorite hotel in the Valley. Delicious meals, expertly served. Cocktail bar. Banquets.**

Comes all this hullabaloo about "why Johnny can't read." 'Course he can't—anyway not very well—but who's to blame, or how the condition can be corrected, we don't know.

The school kids haven't been good readers for quite a few years. This "progressive" type of education, which most of the school "professionals" adhere to, apparently hasn't proved entirely satisfactory to a lot of people, including employers, who eventually must hire what the schools turn out.

Moonbeams hasn't had any close contact with modern day school pupils for a number of years. But we do know a little bit about it. We'd say the kids can't spell, certainly, and we're pretty sure they know little about English composition.

**Like Corned Beef? It's a specialty with us every Saturday—for a big dinner or a sandwich. Try us this week. IRISH INN.**

**DENNY'S C O G CLUB, main corner, Boyes. Sorta paradise for the sportsman. Best mixed drinks in town. Congenial folks, too.**



Had a high school lad ask us to write some sports copy for the paper. Told him to go ahead and submit some football dope. He did. It was about on a par with what a third grader was able to do when we were in school. So he didn't last—with us. On the other hand, after a faulty start, he and his dad got into wartime manufacturing and he went on to become a highfalutin big executive, making more money than we ever did, or will.

**PAUL'S OLD RANCHERO**—The West's Finest Dinner served Fri-Sat-Sun. Music and entertainment by Paul Jr.

**A Small Deposit** will hold any article in our store until Christmas. **SONOMA FURNITURE MART**, South Broadway. Sal Argento.

#### **CHRYSTAL'S SMART SHOP**

Summer Clearance      Boyes Plaza      Close-out Men's Wear

**R. A. "BOB" MILLER — "Yours for Life"**

Insurance Exclusively      Next to Telephone Co., Sonoma

On the composition side, we used to read the efforts of Harry Wismer, now a topflight sports announcer. His copy as turned in almost always contained sentences with a subject but no real predicate (know what we mean?), and we had to correct the stuff as we read it on the typesetting machine copyboard.

The schools are all right, after a fashion, but they could be so much better.

#### **FIELD'S UNION SERVICE, Main Corner, Boyes**

Heart of the city, super service—gas and oil—Mechanic on duty.

See **GEORGE** at Boyes Springs Food Center for a wide variety of **Tender MEATS**—priced right, too. You'll like our superb beef!

These TV fights sometimes are all right too. But the mediocre ones are steadily gaining in number. The boys who make these mismatches likely will kill the sport, if the condition is allowed to continue.

**Your Guests** will be impressed when you bring them to **MISSION INN**, Boyes, for dinner. Service is superb, meals excellent. Try us. **Last-of-the-week Specials** in the Finest of Meat. Our Steaks are famous. **MIKE & ROSE'S BOYES SPRINGS MARKET.**

One of our most esteemed contemporaries is little Ruth down in Granada Hills. A note from her last week said this: "Incidentally, Colonel, I claim a 'good' Republican would capitalize the word. I'll bet you are just a scared Demo in disguise!"

No, Ruth, that isn't so. But! We're the world's leading exponent of the "down" style—i.e., capitalize only when you can't help yourself. Reasons: Take the names of the political parties for instance. You can't define a republican or democrat; they're variables. The parties aren't incorporated, like a corporation. They're mighty mighty loosely put-together groups. Certainly wouldn't capitalize communist or



independent or new dealers, 'cause they're too indefinite.

Now on the "down" style: We exponents use a cap only with the identifying word—like East river, Lincoln avenue, Businessmen's association, Brown Construction company. Anything wrong with that? The top level school authorities wouldn't go along with us, probably, but most of the good country weeklies have adopted this style (the city dailies are 20 years behind the times), and it's steadily gaining in popular usage.

But you're a republican, not a Republican. Give us "down stylers" a score or so of years, and you'll all be converted.

**BOYES SPRINGS FOOD CENTER gains new customers every day.**

**We're always adding new food products for your enjoyment. Super!**

Have often thought what a great economic waste it is to destroy perfectly good whisky and wine bottles after they're empty. Beer bottles are saved. What's the real difference? Sure, they claim that an inferior beverage might be used in a higher-priced liquor bottle. But it looks like the bottle manufacturers like it the way it is. More bottle sales.

And these government stamps on cigar boxes, cigarets, etc. They cost money to print, cost the manufacturer time and labor to "lick 'em." And the whole operation could as well be done by letting the makers pay the tax in bulk and save all the unnecessary work. Wonder if the Hoover committee looked into this?

**LEE STARRETT & BETTY CONEY—Boyes Bath House. Masseur for reducing and good health. Slendo-Trim Reducing Salon.**

**MOVING? Finest service—local or long distance, right here in the Valley. CLOUSE'S DELIVERY SERVICE. Phone 2467.**

Finally found out what our religion is. For a long time we called ourselves a heathen, but that's not so.

Got a book—on the "Religions of America." Each denomination's belief is explained by an authority from that church. It's good stuff.

After reading the whole book carefully, we classify ourselves as unitarian, with overtones of agnosticism. There's a chapter on those who don't go to church, what they believe, and their reasons for not going to church. We've also got a touch of that.

You—whatever your religion—might well read the book. It gives a good insight into what the other fellow believes.

John Seman was a little bit perturbed because we didn't have his name in Moonbeams last week. But here 'tis. John and his brother Bart have bought out the Junior Rabben tavern in Boyes Hot Springs, and are starting out like little whirlwinds. Likeable cusses. You can get a good meal there, too. Tell 'em you read all about it in the

**Mighty good food and drink, always, at SONOMA GOLF & COUNTRY CLUB. Famed for fine Breakfast and Lunch. Dinners, too.**



"Smallest Paper in the West." Yep, they have a grand opening Saturday night, Oct. 15, with a free smorgasbord—with everything!

**OUR RESORT, El Verano, has Melina and Harvey as your hosts.**

**Our draft beer is delectable and we're plenty good on mixed drinks.**

**One traffic hazard the experts can't eliminate is the attractive pedestrian in shorts. VALLEY WATCH REPAIR, Boyes Springs.**

You know we play a fairly good rough and ready piano. It all started 'way back. In the second grade, the high school (above us on the second floor) used to sing, quite frequently, a beautiful song. We couldn't distinguish the words, but drew a staff and inked in the notes as well as we could, took it home, an dasked an older brother what the song was. He told us "Juanita"—could make out our very crude attempt at note reproduction.

**GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.**

Then our dad bought an old square piano, for about \$25. The brothers and sisters didn't take to it, but we did. Learned to chord and accompanied an older brother with his fiddle. Sounded pretty good, too.

**ROY'S UPHOLSTERY SHOP, Boyes. Your chesterfield, chairs, can be made good as new, at exceptionally low cost. Estimates.**

Went to the Ogle county fair one day. Came home early, got out a piece of music and, all alone in the house, played the bass—and we were on our way.

Took some lessons, about 48 in all. Learned most from a maiden lady who didn't know too much about music. Second teacher knew a lot more, but instead of practicing the lessons she outlined, we went to the store and bought popular songs and practiced on them.

Sooo. Pretty soon we were playing for dances, with a trap drummer as our only associate. Usually they took up a collection at the end of the dance, and we often made as much as \$3 — pretty good wages for a kid for playing about three hours.

But commercially we never went anywhere. It's a great accomplishment, though, in so many ways. No good on scales, classical music, but pretty good on such stuff as musical comedy songs, the light operas, and anything people want to sing—popular, religious, danceables—but no boogie woogie or bebop. How horrible they can get!

**BROADWAY BAR, Sonoma. Dance every Saturday night, hill-billy music. Good time guaranteed. Pop and Mom Medros.**

**See BILL HULSE for best in house painting. Box 145, El Verano. Will show you recently completed jobs in the Valley.**

Doing pretty well on our football selections, so far. Expecting Michigan State to take Notre Dame this coming Saturday. And don't be too surprised if they come out to the Rose Bowl. Or they'll deter-



mine what team does come out. Wanna bet?

**Just outside Glen Ellen is LONDONSIDE, the most unusual place in the Valley. Well worth a visit, anytime. SYLVIA DE CHENE. BUD'S GARAGE in Boyes is your best bet for car repair work of all kinds. Work guaranteed. Calle del Monte, opp. Food Center.**

And Saturday we go on a trek to Stateline (that's at the south end of Lake Tahoe, according to our maps). We've been out here for 11 years, and haven't ever been to Reno—or any place, really. So next week we'll try to give you a full account of the Lions' journey. Lots of you have been there, often, but still we'll bet a lot more haven't hardly been out of Sonoma county.

**Order Now! From The ADOBE DRUG Your Christmas Cards 417 First Street West SONOMA Telephone Sonoma 2971 BETTY'S CUT and CURL, Plaza Bldg., Boyes Springs. Expert Coloring, Permanent Waving, Hair Styling, Shaping. EL VERANO LUMBER & HARDWARE. Pittsburgh Paints. Complete stocks of Building Materials and Hardware. Phone 2289.**

An editor in Hemet mentions that one of his women readers asked him why he doesn't use his picture at the top of his column like the daily papers do with Drew Pearson, David Lawrence and others. "Fact is," replies the editor, "a photograph wouldn't do us justice, and we never have had a portrait painted. That is because, years ago, we decided that if we couldn't have Whistler or Sargent do it we didn't want it done. The last photo taken of us was back in 1920. It was a very good picture, but because of the time lag we seldom exhibit it now. But we look at it, and it makes us feel glad that we didn't know in 1920 how we were going to look in 1955."

**LITTLE SWITZERLAND, El Verano, offers old-time dancing every Saturday night. Good music, and exotic food and drink. 'BUD' THOMPSON is your experienced barber when you visit the PLAZA Barber Shop, Boyes. Next to Mendel's. Up-to-the-Minute! Visit FIRESIDE LODGE, Hiway 12, west of Sonoma. Barbecued steaks, chops, chicken are our specialties. Cocktail bar.**

And this was in a paid advertisement in a Minnesota paper:

Love thy neighbor as thyself. Do you really care about your neighbors? Do your dogs bark and howl and your cats fight? Do your pets run all over the garden of your neighbors? Do you play your radio and TV sets so loud your neighbors can't sleep? Do you slam your car doors and blow your car horn for every little thing? Do your children scream and yell at the top of their voices day and night? Do you think older folks enjoy all this? Do you love your neighbor enough to be a lot more quiet?

**Soon moving, but still here all this month. New location Arnold drive near Eldridge. POWDER BOX BEAUTY SHOP, Boyes.**



## **SOL D. BECKER SELLS REAL ESTATE—**

**Every Once in Awhile**

### **VALLEY OF THE MOON CIGARS**

**Ask for Them — Only Handmade Cigars in the Valley**

#### **HONOR FORT ROSS FOUNDER**

(In Press Democrat, April, 1948, but you might like it.)

An occurrence in Sonoma county 137 years ago had its echoes in Moscow last week.

Izvestia, official Soviet newspaper, announced that a monument would be erected in Totma, Russia, in honor of its native son, Ivan Alexandrovich Kuskov, founder of Fort Ross on the Russian river.

In 1812, as now, Russia was extending her frontiers. Jumping off from the Siberian shore she had established outposts in Alaska and was pushing down the coast.

By 1809 Russian expansion reached its southermost limit when Kuskov anchored his ship Kodiak in Bodega bay. Kuskov, an officer and agent for the Russian American Fur company, which had developed trapping and fishing in Alaska under protection of the czar, set up a small settlement on the shore of the bay. Other buildings were erected near the present town of Bodega.

But in September of the same year Kuskov and his company sailed back to Sitka with a cargo of otter skins and a crop of wheat planted and harvested during his stay, and after his departure the buildings fell into decay. Not a trace remains of them today.

Late in 1811 or early in 1812 Kuskov returned in the schooner Chirikof with 95 men and all the machinery, tools and munitions necessary to found a colony. In the fall of 1812 Fort Ross was dedicated.

Situated on the plateau 150 yards from the ocean, the fort was protected by deep ravines on the land side. A stockade enclosed officers' quarters, barracks and storehouses, as well as a chapel. Stockades and buildings were constructed of redwood.

The settlement continued and flourished until 1840. In that year after fruitless negotiations to buy more land needed for expansion from the Mexican governors, who were suspicious of the Russians' designs, the site and buildings were sold to Captain Sutter.

Today all that remains to mark the Russian occupation is the stockade and chapel and the names Fort Ross (derived from the Slavic name for the country—Rossiya) and the Russian river.

Kuskov had already returned to Russia in 1820 and died there a year later. His name was forgotten except by a few historians and antiquarians until resurrected by the Soviet leaders for what obscure purpose they alone know.

What occasions the honor for a man the Russians had long ignored is not apparent. If it was meant to signalize the 100th anniversary



of his birth, it would seem that he was about 67 years old when he set foot on the shore of Bodega bay. This is hardly credible, since such an age was seldom attained in that century, especially after the rigors of life on the primitive coast of Russian Alaska.

The Soviets are not noted for their sentimentality. Every move is usually made with a definite reason and aim in mind. Perhaps in this tribute to the memory of an obscure trader of nearly a century and a half ago there is a motive which has meaning in their devious reasoning.

Before the Russians annexed the Baltic states of Estonia, Lithuania and Latvia, they gave as their defense "historical" claims to the territory. Later they reiterated this fiction for the seizure of parts of Poland and Rumania.

Hence this memorial may be another move in their cold war against America.

The next outburst of Izvestia may be the claim of continental territory down to Sonoma county on "historical" grounds because for a few years the imperial Russian flag flew over the region.

Such a statement would not be too far-fetched or absurd from the propaganda chiefs in Moscow.

**You'll like RUSTIC INN, Glen Ellen. Jack London did, too. It's sorta historical, and GUNNER and RUTH will welcome you.**

**HAMMOND LUMBER COMPANY, Boyes Hot Springs**

**Get your Lumber, Hardware, Building Materials, right here.**

#### **THE PUZZLED CENSUS-TAKER**

"Got any boys?" the marshal said to the lady from over the Rhine;

And the lady shook her flaxen head, and civilly answered "Nein!"

"Got any girls?" the marshal said to the lady from over the Rhine;

And again the lady shook her head, and civilly answered "Nein!"

"But some are dead?" the marshal said to the lady from over the Rhine;

And again the lady shook her head, and civilly answered "Nein!"

"Husband, of course," the marshal said to the lady from over the Rhine;

And again she shook her flaxen head, and civilly answered, "Nein!"

"The devil you have!" the marshal said to the lady from over the Rhine;

And again she shook her flaxen head, and civilly answered, "Nein!"

"Now what do you mean by shaking your head, and always answering 'Nine'?"

"Ich kann nicht Englisch!" civilly said the lady from over the Rhine.

**EL DORADO HOTEL, Sonoma. Italian dishes are a feature, but we'll serve you in any nationality. Best food in the Valley.**